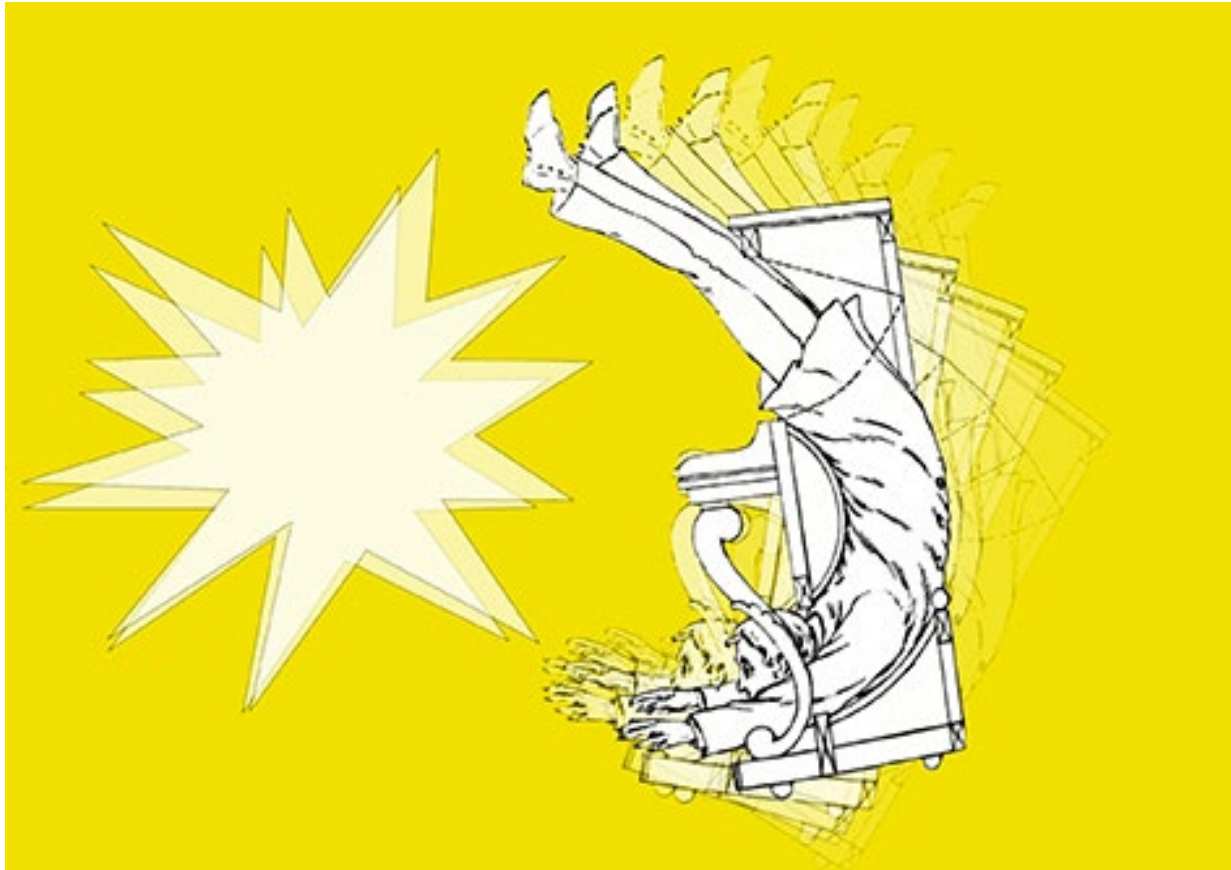


**RUUKKU** Taiteellisen tutkimuksen kausijulkaisu  
Studies in Artistic Research  
Tidskrift för konstnärlig forskning



Issue 11 (2019)

# **HOW TO DO THINGS WITH PER- FORMANCE**

Voice

[ruukku.journal.fi](http://ruukku.journal.fi)

# Lectio Praecursoria: Performing False Hope: Ethical Outcomes of Fictitious Pharmaceutical Advertising as a Public Art Intervention

**LISA ERDMAN**

Dissertation in the field of Art Education: "Performing false hope: Ethical outcomes of fictitious pharmaceutical advertising as a public art intervention"

What is the responsibility of the artist in public art interventions? Which ethical responsibilities arise in art practice, within the context of academic research? How might these concerns affect artistic decisions?

These questions become central to contemporary, socially engaged art practice. In addition, as artists and artist-researchers increasingly borrow from commercial media in their practices, issues of representation and audience reception become paramount.

Lisa Erdman's dissertation, "Performing false hope", examines the unexpected ethical issues and emotional responses that arose from Finnexia®, an advertisement campaign for a fictitious medication that helps people learn the Finnish language: <http://finnexia.fi/>

Finnexia® served as the primary artistic production of Erdman's doctoral research at Aalto University Department of Art. Presented as a live performance intervention in the Helsinki Railway Station, the project aimed to generate a public space in which to discuss the experience of foreigners in Finland.

The pdf file of the full dissertation, "Performing false hope" is available for free via this link: [https://shop.aalto.fi/media/filer\\_public/46/3c/463c9c1d-e6b8-4530-a454-570bef199d25/erdman.pdf](https://shop.aalto.fi/media/filer_public/46/3c/463c9c1d-e6b8-4530-a454-570bef199d25/erdman.pdf)

A printed copy of the dissertation may be purchased at Aalto ARTS books web shop: <https://shop.aalto.fi/p/1055-performing-false-hope/>

23.5.2019

RUUKKU – Studies in Artistic Research. Publisher: The University of The Arts Helsinki, Aalto University, University of Lapland. [www.ruukku.journal.fi](http://www.ruukku.journal.fi)

This voice was originally published in a webpage format. This PDF, created in 2026, has a different layout and visuals.

Copyright and license: The author retains the copyright. The publisher uses the following license statement from issue 15 onwards: All contents of this journal, excluding individual logos, images, sound files, videos and other artistic outputs are licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.